



## Jennifer Rock

### The Skin Nerd, Skingredients

#### GOING FOR GROWTH PROFILE

##### NAME:

Jennifer Rock

##### BUSINESS

The Skin Nerd  
Skingredients

##### POSITION

Chief Executive Officer

##### WHAT WE DO

Skingredients is a results driven, active skincare brand. The Skin Nerd is an online skin consultation business, community and store.

##### CONTACT US

E: [hello@skingredients.com](mailto:hello@skingredients.com)

Jennifer Rock is an award-winning skin tutor, dermal facialist and bestselling author, and the CEO and founder of the multi-award winning Skingredients® skincare range, The Skin Nerd® educational skin platform, Skin Nerd Network® and the Cleanse Off Mitt, reusable cleansing tool.

After becoming a facialist and working in the industry, Jennifer's own desire to learn motivated her to empower others via education. She began teaching her clients the simplicity of active skincare on seeing there was a demand for this from market research and her own social media audience. Jennifer says that this inspired her *"to create the Skin Nerd Network® which has 50,000 clients who are offered unbiased product recommendations during our consultations."*

Skingredients® is a results-driven, active skincare range developed by Jennifer with the key demographic being hoomans aged 30-40, who seek education and simplified skincare. This consumer is committed to skincare but not always confident about the ingredients to use to reach their skin goals. *"This is where we step in!"* says Jennifer.

The Skin Nerd® is an educational skincare hub and was the first of its kind, designed to provide specialist skin advice and a personalised skincare routine to hoomans® worldwide. *"Our goal is to provide education on how to care for skin, with the aim of empowering hoomans and help them to achieve Skintentment."*

The Skin Nerd Network® is an online skin consultation membership programme with a skincare store, which stocks an extensive number of brands that mirror the company's skin philosophy.

Jennifer is very clear how Starting Strong, Going for Growth and Continuing the Momentum helped her build her business. *"My lead entrepreneurs were Susan Spence in Starting Strong, Monica Flood in Going for Growth and Breege O'Donoghue for Continuing Momentum. Each stage resembled the period my business was in at that stage. I'm a firm believer in constant action towards forging platforms for women in business, like Going for Growth has done. For me, this entire programme offers stability, structure and suggestions. It challenges the status quo but the joy and growth mainly come from the fact you are immersed in a room, (virtual or physical) with women that you respect, admire and trust, that are keen to give back and offer insights candidly and filter-free with a view to us learning and excelling in our relevant sectors. It is inspiring and infectious, well organised and motivating."*

As to the future, The Skin Nerd will be launching a new-look website in late October 2022 with its consumer in mind, maximising the ease of navigation and using colour psychology to ensure that the aesthetics are as appealing as possible. The product offering is also being expanded by venturing into new beauty, hair and wellness categories. *Linking up with experts in these areas, this move aligns with our core philosophy of bringing education to the masses, as not only will we be bringing fantastic new products into our realm, but also real advice and education for our customers."*

Skingredients has won multiple awards across its product range and Jennifer won an award at the IMAGE Business of Beauty Awards in 2018.



the skin nerd®

skingredients®

